

NEIFELD DOCKET NO: OBSP5GARD-USC2

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

IN RE APPLICATION OF: WILL GARDENSWARTZ

SERIAL NO: 09/893,775

USPTO CONFIRMATION CODE: 5962

FILED: 6/29/2001

EXAMINER: Donald Champagne

GROUP ART UNIT: 3622

FOR: Communicating with a Computer Based on the Offline Purchase History of a Particular Consumer

ASSISTANT COMMISSIONER FOR PATENTS

ALEXANDRIA, VA 22313

37 CFR 41.41 REPLY BRIEF

Sir:

In response to the Examiner's Answer mailed November 28, 2006, the applicant asserts that the examiner's answer reiterates the arguments in the office action appealed from. The applicant has addressed those arguments in the appeal brief.

Respectfully Submitted,

1/2/2007

DATE

/RichardNeifeld#35,299/

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Attorney of Record

BTM/ran

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